

Transcript of Proceedings, 9/20/2007  
Volume VIIIPublic Service Commission of Wisconsin  
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BEFORE THE  
PUBLIC SERVICE COMMISSION OF WISCONSIN  
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INVESTIGATION OF AREA CODE RELIEF )  
FOR THE 715 AREA CODE IN NORTHERN ) Docket No.  
WISCONSIN ) 5-TN-100  
)

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TRANSCRIPT OF PROCEEDINGS  
VOLUME 8 (PUBLIC)

## Reported By:

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A P P E A R A N C E S

NEUSTAR:

JOSEPH R. COCKE, Neustar, 1445 E. Los Angeles  
Avenue, Suite 301-N, Simi Valley, California 93065.

CENTURYTEL:

GARY ABRAHAMSON

DONALD HAUSER, 2011 N 64th Street, Superior,  
Wisconsin.

EARL GRANROTH, 9575 E. Sleepy Valley Loop,  
Poplar, Wisconsin.

JUDY PINKOSKI, Superior.

KIM CULP, Superior.

OF COMMISSION STAFF:

Kathy Bakke

Joyce Dingman

(FOR INDEX SEE BACK OF TRANSCRIPT.)

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1 (Proceedings 6:30 p.m.)

2 MS. DINGMAN: Hi there. Welcome to the  
3 715 Area Code hearing.

4 My name is Joyce Dingman, and I'm on the  
5 numbering team at the Public Service Commission,  
6 which we'll just call the PSC, and I'd like to  
7 introduce other folks. This is Kathy Bakke, she's  
8 the head of the numbering team at the Commission.  
9 This is Joe Cocke, he works for Neustar, which is  
10 also called the North American Numbering Plan  
11 Administrator or NANPA, and they handle all the  
12 number resources for all of North America.

13 (Discussion held off the record.)

14 MS. DINGMAN: I was just introducing  
15 myself. I'm Joyce Dingman, I work on the numbering  
16 team at the Public Service Commission. This is  
17 Kathy Bakke, she's the head of the numbering team at  
18 the Commission. This is Joe Cocke, he works with  
19 the North American Numbering Plan Administrator  
20 which handles all numbering resources in North  
21 America and he'll talk about 715 a little bit later  
22 on and then we'll ask for comments and questions.

23 As you see, we've got a court reporter  
24 here, but she's already typed in this presentation a  
25 few times so I'm going to ask her to go off the

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1 record during our presentation and, before I ask for  
2 questions or comments, we'll come back on.

3 You can go off the record.

4 (Discussion held off the record.)

5 MS. DINGMAN: And ask if -- before we take  
6 comments, if anybody has questions about any of the  
7 information that we've given you so far.

8 MR. HAUSER: Yeah. You were saying what's  
9 a local call is going to be a local call, but if I  
10 heard you correctly, earlier you're talking about  
11 cell phones and calling to Duluth, is that going to  
12 still be local?

13 MR. COCKE: If it's a local call now, it  
14 will still be a local.

15 MR. HAUSER: Okay.

16 MR. COCKE: Even if it's -- even if today  
17 you have -- you have to dial seven digits into  
18 Duluth.

19 MR. HAUSER: Yes.

20 MR. COCKE: If they do an overlay, you'll  
21 be required to dial 10, but it will still be a local  
22 call.

23 MR. HAUSER: Okay. That's on either plan,  
24 right?

25 MR. COCKE: Yeah, it really is. The cost

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1 of the calls will not change on either plan.

2 MR. HAUSER: Okay.

3 MS. DINGMAN: Any other questions?

4 MR. GRANROTH: Was it -- did I hear right  
5 that you cannot specifically direct a certain prefix  
6 to cell phones?

7 MR. COCKE: You cannot assign, right. You  
8 cannot assign an area code to only cell phones so  
9 some -- we've been receiving a lot of people that  
10 think well, you know, it must be because of all the  
11 cell phones that we have, that we're running out of  
12 prefixes, why don't you just make all of them go to  
13 a new area code and leave me alone. And we've heard  
14 this inquiry quite a bit, and it's a very common  
15 question, and it seems like that seems like the  
16 right thing to do, you know.

17 And the FCC has -- has ruled that there  
18 cannot be a cellular specific area code, and you get  
19 to thinking about well, you know, prefixes are, you  
20 know, there's 10,000 numbers in a prefix and we  
21 have -- there's a new feature, relatively new,  
22 that's called local number portability where you can  
23 port your number from one service provider to  
24 another. Well, there's some customers that are  
25 porting their old land line number to a cell phone.

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1           Now we have a mixture of cell phones and land lines  
2           in the same prefix.

3                       So if you were to try to isolate all the  
4           cell phones and you would end up having to probably  
5           cause 10 digit number changes for everybody who had  
6           a cell phone that ported it out of there and force  
7           them into a new area code and then there's no --  
8           nothing to prevent people from porting their number  
9           back to a wire line again or from porting the old  
10          wire lines to another cell phone because you can  
11          port from one service provider to another.

12                      So you end up having a mixture of service  
13          providers, cell phone, pagers, possibly a pager and  
14          a land line in the same prefix so there's really no  
15          way of administering a service specific overlay for  
16          an area code. So the FCC has ruled that they're  
17          really not appropriate.

18                      MS. DINGMAN: Any other questions?

19                      MR. GRANROTH: Can -- right now I have a  
20          cell phone that's very, very inexpensive cell phone,  
21          and I bought it in Superior but the prefix is a  
22          Minnesota prefix.

23                      MR. COCKE: Uh-huh.

24                      MR. GRANROTH: Which already violates  
25          that, says that you can't have that because I should

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1           be in Superior. I should have a 715 and not a 218.

2                   MR. COCKE: Well, you're not -- you're  
3           not -- you're not required to have a Minnesota or  
4           you're not required to have Wisconsin cellular phone  
5           numbers here, you can have a Duluth cell phone  
6           number if it's -- they sell it in the stores, you  
7           know, these disposable phones, buy them off the  
8           shelf, they have cell phone numbers assigned to them  
9           right away, and so there's -- there's nothing that  
10          precludes a cellular provider from having a number  
11          in the adjacent city and selling them to customers.

12                   I think there's one thing that a lot of  
13          people don't realize that, you know, with a cell  
14          phone you can travel all over the place and keep  
15          your number. I have friends that move from  
16          California to Georgia and they're keeping their  
17          California numbers and living in Georgia  
18          permanently, and so the cell phone numbers are quite  
19          mobile however there may be a mixture of wire line  
20          numbers as well along with your cellular phone  
21          prefix that's working out of Duluth.

22                   MR. GRANROTH: Can they take their cell  
23          phone number from California and drop it in as a  
24          wire line into a different area code?

25                   MR. COCKE: No.

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1 MR. GRANROTH: That would be different  
2 area codes.

3 MR. COCKE: No, they can't.

4 MR. GRANROTH: Okay. So then that kind of  
5 defeats that whole purpose so why don't we make some  
6 specific cell phone numbers.

7 MR. COCKE: Yeah. Your cell phone number,  
8 even though you can move around with it, it's rated  
9 in a specific rate area, in a Minnesota rate area,  
10 area code. So the -- so even though you're mobile,  
11 that number is rated in Duluth.

12 MR. GRANROTH: Uh-huh.

13 MR. COCKE: And let's say if I were -- if  
14 I were to -- and say I was in Rhinelander and I had  
15 a wire line number and I called your cell phone from  
16 a wire line number in Rhinelander, I would be  
17 charged toll. The mileage toll from Rhinelander to  
18 where your phone number is rated, and that's --  
19 that's to the real base, the anchor point for  
20 cellular phone numbers. Many times the -- it's the  
21 land line to the wire -- to the wireless number that  
22 toll charges appear on the calling -- on the calling  
23 bill.

24 So it's very confusing, and it's kind of  
25 tough for people to understand, how come cellular



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1       phones can move around and the wire line can't, you  
2       know. So the prefixes are structured by rate area,  
3       and the telephone numbers in -- in Superior can't be  
4       shared with the people down in Spooner. Spooner has  
5       their own telephone numbers, Superior has their own,  
6       and they have to be kept separate. And if we run  
7       out in Superior, we can't borrow from Spooner and  
8       loan them to the people up in Superior. We can't,  
9       we have to keep them structured like that.

10               And that's why some of these towns, there  
11       may be little towns that have a full prefix assigned  
12       to them, there may be two or 300 people there, and  
13       the rest of the numbers can't be used anywhere else  
14       in the state. So you end up having plenty of  
15       telephone numbers, but we're running out of  
16       prefixes, and that's when we have to add the area  
17       code. So there's -- there's a dilemma where it's  
18       difficult to understand from the public's side why  
19       do we have to add another area code because we are  
20       running out of prefixes.

21               MS. DINGMAN: And it's all based on that  
22       billing location, that rate center. That's why you  
23       can't move like the numbers from Spooner up here is  
24       that that prefix is in billing systems of all the  
25       companies, if it sees that number I'll bill this

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1           like it went to Spooner.

2                       Does any -- I should say are there other  
3           questions?

4                       MR. HAUSER:   Yeah, another one.   You say  
5           the industry choice is the overlay.   Who is the  
6           industry?   Is it just the telephone companies.

7                       MR. COCKE:   Right.   These are the  
8           telecommunications service providers.   These would  
9           be the providers that have prefixes in the 715 Area  
10          Code.

11                      MR. HAUSER:   Okay.

12                      MR. COCKE:   Either have prefixes or they  
13          have 1,000 block of numbers so they're service  
14          providers that provide telecom service to customers  
15          in the 715.

16                      MR. HAUSER:   Okay.

17                      MS. DINGMAN:   You know, jumping back to  
18          your question for another minute, I had another  
19          thought.   Another reason the FCC doesn't let you  
20          isolate area codes to like cellular is because  
21          they're worried about competition among all the  
22          providers, and if your land line is 715 and if you  
23          move to -- and, you know, you kind of identify with  
24          that area code, people know 715 is Northern  
25          Wisconsin, and then to go to a cellular provider

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1           you'd have to change that area code to something  
2           people don't necessarily identify here, they're  
3           concerned that people may be hesitant to change to a  
4           cellular company because you kind of give up that  
5           identity of that number. And so they don't want  
6           that to get in the way of people switching between  
7           cellular and wire line.

8                   MR. GRANROTH: The thing is because we're  
9           so close to Minnesota a lot of us have the cell  
10          phone number is a Minnesota number.

11                   MS. DINGMAN: Right.

12                   MR. GRANROTH: You dial it and you think,  
13          well, I know they're not in Minnesota.

14                   MS. DINGMAN: Right.

15                   MS. BAKKE: But luckily for you, having a  
16          Minnesota number already, your cellular service  
17          won't be impacted at all by -- your number won't be  
18          impacted at all by this area code change because you  
19          don't have a 715 number assigned to you already. So  
20          unless you have a land line in your home, your  
21          service will remain unaffected by whatever the  
22          decision is made. You may have to dial differently  
23          how you're calling somebody here if there's an area  
24          code change in this area, but your telephone number  
25          won't be changed because you have a Minnesota number

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1           that's not assigned out of the 715 area code.

2                   MR. GRANROTH: I have a land line, too.

3                   MS. BAKKE: Okay.

4                   MR. GRANROTH: Because cell phone doesn't  
5           work regularly at all.

6                   MS. DINGMAN: Well, we were just asking if  
7           people had questions about information we've given,  
8           which you haven't had a chance to hear yet but, if  
9           you have any questions.

10                  MR. CULP: Well, it concerns, if we change  
11           area codes, for the business I work for be quite a  
12           bit of reprinting of all of our materials, all of  
13           our literature, all of our advertising. I mean  
14           there would be quite an expense to reprint  
15           everything. That's my concern with it.

16                  MS. BAKKE: Sure.

17                  MS. DINGMAN: For our court reporter could  
18           you just tell us what your names are.

19                  MR. CULP: Kim Culp, and I live in  
20           Superior.

21                  MS. PINKOSKI: Judy Pinkoski, P I N K O S  
22           K I, and I live in superior.

23                  MS. DINGMAN: Thank you. Any other  
24           questions before we -- okay.

25                               (No response.)

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1 MS. DINGMAN: Does anybody want to --  
2 you've already kind of started but does anybody have  
3 comments on which they think would be the better  
4 choice for the way to deal with the area code up  
5 here.

6 MR. GRANROTH: I have a comment. Do you  
7 want this now?

8 MS. DINGMAN: Yeah, we can get it from you  
9 afterwards, that's fine or now. Thank you very  
10 much.

11 EARL GRANROTH, PUBLIC WITNESS

12 DIRECT TESTIMONIAL STATEMENT

13 MR. GRANROTH: I'm not a public speaker,  
14 but I've gone through a cell phone change not in  
15 Wisconsin but in Florida where we lived for 24  
16 years. We were just south of Tampa so Tampa was  
17 able to keep the 314 number and we had to change, we  
18 were in Sarasota, Florida and I worked for a  
19 company. That company went through the change and,  
20 yes, there are costs, but they're a one time cost.  
21 A one time cost means that you can charge that for  
22 tax purposes, you can write it off as a tax thing.

23 The cost that people don't realize is  
24 dialing those extra three digits year after year  
25 after year after year, and that cost you can't write

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1 off because to try to figure how long it takes for a  
2 person to dial that number is very difficult.

3 And that -- that's basically my whole  
4 reason for not using an overlay, it's remembering  
5 more numbers. And I'm older, you just don't  
6 remember numbers as well. An overlay, if you would  
7 do an overlay, and I know you can't do it, I would  
8 put it on cell phones and fax machines and just  
9 direct it to those areas there since I already have  
10 a different cell phone number because I'm in a  
11 different area.

12 But the prime reason is the cost factor  
13 that's an ongoing cost that goes on for year and  
14 year and year and never ends, it's going to eat us  
15 alive, where keeping the same one doesn't. So you  
16 don't have an overlay unless it's for a very  
17 specific purpose. The cost of reprinting  
18 everything, I know it's a burden that one year, but  
19 that's all it is.

20 Earl Granroth.

21 MS. DINGMAN: Does anybody else have  
22 comments?

23 KIM CULP, PUBLIC WITNESS

24 DIRECT TESTIMONIAL STATEMENT

25 MR. CULP: Well, I would I guess prefer

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1 keeping the 715 in this area code if possible or  
2 going to an overlay because for, like I said,  
3 reprinting and everything, costs, and all the  
4 business stuff because already I use my cell phone a  
5 lot so I am dialing the area code all the time  
6 anyway on that. And also on our business phones, a  
7 lot of our business is outside of Superior so you  
8 need the area code. So adding three more digits to  
9 dialing a number is not an inconvenience.

10 MS. DINGMAN: Okay. Anybody else?

11 DONALD HAUSER, PUBLIC WITNESS

12 DIRECT TESTIMONIAL STATEMENT

13 MR. HAUSER: Yeah. I prefer to see  
14 actually the split myself as opposed to an overlay.  
15 I think the overlay system works much better in a  
16 metro area as opposed to such a large rural type  
17 setting, and like you are saying, 715 is  
18 Northwestern Wisconsin, or Northern Wisconsin, and I  
19 think it is kind of an identity type thing, too.  
20 So, yes, somebody is going to have to have a  
21 different one, I'd rather see that happen instead.  
22 Have the split, because I mean Eau Claire is  
23 growing, too, and maybe some day they need their own  
24 area code, too, or have that overlay somehow.

25 Thank you.

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1 MS. DINGMAN: Thank you. Anybody else?

2 (No response.)

3 MS. DINGMAN: Okay. I would like to  
4 remind you comment forms back there in case you'd  
5 like to take one and comment more, and it gives you  
6 other ways you can send them into the Commission too  
7 if you'd like to.

8 And I'd really like to thank you very much  
9 for coming out to this, especially with the nasty  
10 weather, we really do appreciate you coming and  
11 giving your input, it's really very important to the  
12 commission. So thank you very much for coming out.

13 MR. CULP: Well, thank you for coming up  
14 here and listening to us.

15 MS. DINGMAN: You're welcome.

16 MR. CULP: A lot of times we feel we're  
17 left out of the state.

18 (The hearing concluded at 7:15 p.m.)

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1 STATE OF WISCONSIN )

2 MILWAUKEE COUNTY )

3

4 I, JENNIFER M. STEIDTMANN, RPR, CRR, Registered  
5 Professional Reporter, Certified Realtime Reporter, with  
6 the firm of Gramann Reporting, 710 North Plankinton  
7 Avenue, Suite 710, Milwaukee, Wisconsin, do hereby certify  
8 that I reported the foregoing proceedings had on  
9 September 20,2007, and that the same is true and correct  
10 in accordance with my original machine shorthand notes  
11 taken at said time and place.

12

13

14 \_\_\_\_\_  
Jennifer M. Steidtmann

15 Registered Professional Reporter

16 Certified Realtime Reporter

17

18 Dated this 26th day of September, 2007.

19 Milwaukee, Wisconsin.

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